

Store Roll Out

Zones' solutions allow a global footwear brand to open 1,600 stores in three years.

A leading American multinational corporation with worldwide sales in footwear and sports apparel targeted the launch of 300 new stores in the USA within the next three years as part of its strategic geographical expansion. The existing operating process was driven by manual procedures and was not scalable to achieve the goal set by the brand within the requisite timeline. The need to manage multiple on-site vendors before the launch of every store could drain critical financial resources and expose the brand to operational risks. As the stores were vital in driving the sales trajectory of the brand, it was imperative to accelerate and streamline the process for a smooth launch of new stores across the country. The client identified Zones as an expert partner with rich vendor management experience and technical expertise to execute the expansion strategy. Zones quickly identified the bottlenecks and inconsistency in the process and developed an end-to-end execution plan with a comprehensive vendor management process and technology solution.

- 300% reduction in launch time.
- 99.999% accuracy rate.
- 2 weeks shaved off of launch schedule.



CHALLENGE

- The client planned to open 300 new stores in the United States as part of their geographical expansion strategy.
- The existing process did not synchronize with the planned timeline to execute the multi-store launch.
- Multiple on-site vendors with disparate deployment timelines exposed the client to substantial operational and financial risks.



SOLUTION

- Zones deployed a specialist team to assess requirements and address concerns to execute the launch plan.
- Zones experts engaged at various capabilities to ensure seamless execution of assembly within each store.
- Zones built the back-end server rack and full in-store network, connected them to point-of-sale systems, and configured them to the store network.



RESULTS

- Rapid assembly and installation of all equipment within a work week.
- A cross-functional team deployed to orchestrate the project end to end.
- Replication of the blueprint of work schedule for seamless execution in other locations of the brand.
- Increased the client's store count from 1,400 to 3,000 locations globally within 36 months.

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THE CHALLENGE

As one of the leading brands in the sports and fitness industry, the client – a global footwear and sports apparel company – gave equal thrust to online and in-store sales. To maintain the brand perception and augment sales trajectory, the client focused on in-store customer experience to connect directly with their consumers. To keep the sales momentum of the stores, the client decided to open 300 new stores in the US within a short span of 3 years. However, the existing operating structure and manual process execution made the expansion strategy a challenging endeavor.

THE SOLUTION

Zones deployed an expert team to initiate a thorough review of the client's existing processes involved in multi-chain store expansion and identified areas of bottlenecks in execution. The team leveraged its global partnership with vendors to accelerate the assembly process and built the entire technology infrastructure in the closest Zones' Technical Support Center (TSC) located near each new store site. The team built the back-end server rack, in-store network infrastructure, and point-of-sale (POS) systems ready to be assembled and configured in the existing store network. This tactical approach drastically reduced the number of iterations between multiple vendors at the site and the time needed to execute assembly for each store. The Zones team color-coded, labeled, and shipped the entire technology suite as a single shipment to the store location. With the infrastructure built back end at Zones' Technology Solution Center, the required installation and configuration at the store location were complete within a week. Based on the success of the assembly at the pilot store, Zones drafted the blueprint of the process for replication in other store locations.

“ Targeted global expansion within a specified timeline is a complex and challenging endeavor. Any minor impact could have a cascading effect on our operational and financial goals. Zones understood our challenges and developed a solution that worked across multiple locations with minimal intervention. We regard Zones as one of our key partners for their technical expertise and service capabilities. ”

Director of Global Sales and Marketing

THE RESULTS

Strategic partnership with Zones aided the client to circumnavigate their complex and abstruse store expansion process to achieve their sales goals. By onboarding a specialized Zones expert team with rich multifunctional experience and access to technical solutions from a vast network of the partner ecosystem, the client's exposure to financial risks was reduced. The replicable assembly process and end-to-end solutions drastically accelerated time to value and negated the operational and process bottlenecks in the existing system to achieve the targeted geographical expansion within the requisite timeline. The client has continued to leverage Zones' expertise and solutions as part of their expansion. Far beyond their initial plans to open 300 stores in the United States within 36 months, the client is now on track to open over 1,600 locations globally in that same time frame, thanks to Zones.

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